

Amendments of the Specification

Please replace the title with the following amended title:

SYSTEM AND METHOD FOR DETECTION AND INDICATION OF
PREMIUM CHANNEL ~~PROMOTION~~ AVAILABILITY ~~SYSTEM AND METHOD~~

Please amend the paragraph beginning on page 25, line 30 as follows:

FIG. 7 is an exemplary process flow diagram for displaying a promotional tile 402 and related program information tiles 410, 412. The process starts and inquires in step 500 whether a previously scrambled channel is now unscrambled. As discussed above in, the system detector 302 (FIG. 2) in the receiving location determines if the channels are scrambled or unscrambled, and transmits this information to the processor 304. Alternatively, the system determines that a regularly scrambled channel is now unscrambled from information sent by the service provider. The processor in this scenario is programmed to receive a promotion command, including the time period during which the promotion will take place, from the cable headend or broadcast transmitter of a television distribution system. The promotion command could be sent to the receiving location as part of a periodic download of EPG data, in which case the processor stores the promotion command and initiates a scheduling operation to execute the promotion command at a time specified by the cable headend or ~~broadcast~~ broadcast transmitter. Alternatively, the promotion command could be sent to the television receiver to be executed immediately upon receipt. In either case, as represented by

Application No. 10/823,993
Amdt. Dated April 18, 2008
Reply to Office Action of October 22, 2007

step 502, the process inserts tile 402 with the promotional message into grid area 400 of the EPG.